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South Africa

What is a Corporate Identity?

SSA's Corporate Identity includes the look and feel of our organisation and drives the marketing and branding. It is our way of making a visual statement of who we are and what we stand for. It creates an emotive connection to our brand that can attract a variety of target audiences. Some CI's are more corporate and others adventurous and exciting. It shows others how we wish to be seen and remembered by them.

be prepared ●●●

How to use SSA's Corporate Identities

SSA has two Corporate Identities that drive the marketing and branding, depending on who we are talking to and what we are saying.

The two CI's may never be mixed and used together in one document, presentation and/or promotional materials!

The more corporate standard CI is the white background, the standard SSA logo, "Be Prepared" tagline and rope.

The more adventurous promotional CI includes the textured backgrounds, SSA badges as visual elements, "Be Prepared" tagline and SSA logo in badge form.



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Usage standard SSA CI

All materials that are not for internal and/or external promotional use.

Exception: marketing tools where the usage of the standard CI applies.

Examples (not exclusive nor limited to):

Marketing:

Flags, signage, clothing, specific merchandising, etc...

Administration:

All official letters, HR documents, contracts, financial, project and asset (e.g. property) management, policies, reports, financial management, commercial order forms, etc...

Volunteer management:

Official membership documentation, indemnity forms, warrant certifications, event and award applications, etc...

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Usage Promotional SSA CI

All promotional and programme related materials that can be seen as tools for internal and/or external promotion of SSA. With the exception of flags, clothing , specific merchandising and signage.

Examples (not exclusive nor limited to):

Marketing tools:

Brochures, pamphlets, posters, (generic, group, event), pull up banners, power point presentations, publications, advertisements (e.g. print, online and window), announcements, newsletters, websites, car magnets, cover pages of presentations, merchandising that doesn't require the clean standard CI, etc...

Programme materials: New programme modules and trails, presentations, etc..

Training materials: Training presentations and materials, etc...

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SSA Marketing a team effort

SSA is continuously developing marketing tools, in line with CI's.

To promote a unified brand we ask members to use the templates and designs provided and not to mix the CI's.

We strive to provide space for individual Group branding and address Group marketing needs.

If you want to suggest additional marketing tools, please email:
info@scouts.org.za with ideas for consideration and possible manufacturing.

The SSA brand (incl. logo) and WOSM brand (incl. logo) are trademarked and bound by national and international legislation. The manufacturing of unauthorised branded items (= without prior written CEO approval) is prohibited.

SSA is open for merchandising proposals from potential suppliers .



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More information & queries:

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Online Marketing Toolkit: www.scouts.org.za

Attention: Natasha Kayle, Public Relations Manager

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